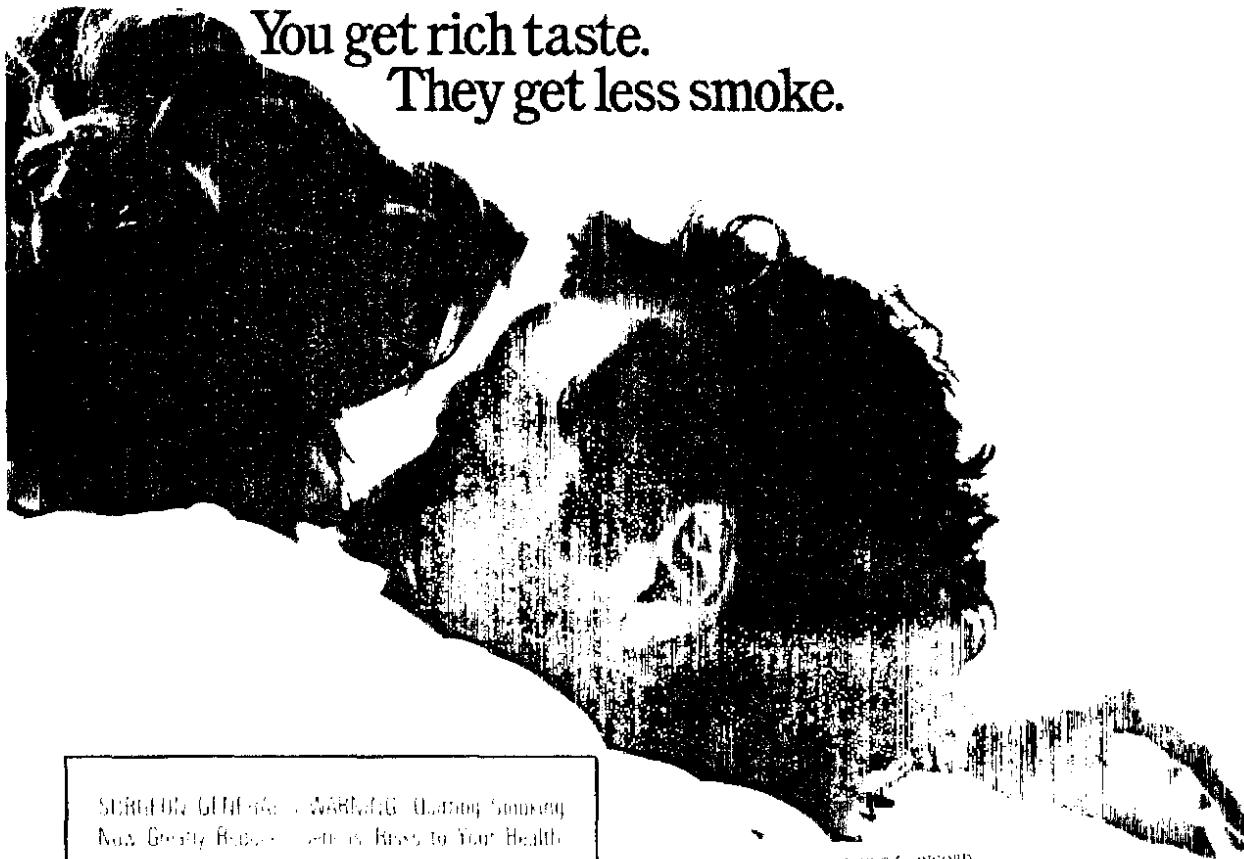


The answer to smoking today... Benson & Hedges introduces Less Visible Smoke.

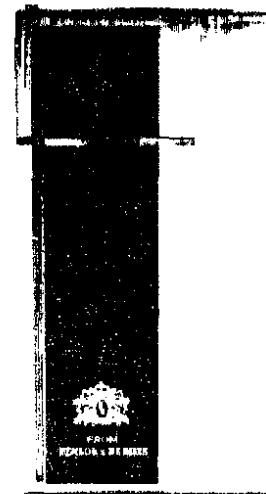
You get rich taste.
They get less smoke.



SMOKING GENERALLY CAUSES DISEASE. Quitting Smoking
Now Greatly Reduces Serious Risk to Your Health

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Benson & Hedges LVS

means Less Visible Smoke.

